

**U.S. Census Bureau** *the Official Statistics*

U.S. Census Bureau's  
Public Information Office

---

**Reporters!  
Editors!  
News  
Directors!**

≡≡≡ **READ ALL** ≡≡≡  
**ABOUT IT!**

# A Good Story Needs Facts!

Numbers make a news story more credible. But where do you get useful numbers on short notice? A good starting point is the U.S. Census Bureau's Public Information Office. We're your link to the world's largest data sets with statistics on dozens of topics that you write about every day, such as –

- Census 2000
- Population
- Transportation
- Children & child care
- Income, poverty & wealth
- Foreign trade
- Other nations
- Housing & construction
- Education
- 1997 Economic Census
- Health insurance coverage
- Retail sales and manufacturing
- Employment
- Racial and ethnic groups
- Business establishments
- Foreign-born persons
- The elderly
- Geographic mobility

# How We Can Help

## Alerting you to the latest news from Census!

- Up-to-date news on plans for Census 2000 and the 1997 Economic Census!
- News releases on the hottest new data.
- Access to embargoed data via a dedicated media server.
- Media advisories about upcoming events.
- Biweekly *TipSheets* that give you a “heads up.”
- *Census Briefs* that analyze the numbers.
- *Census and You*, a monthly newsletter that highlights interesting findings.

## Presenting the expert's views

- Arranging live interviews.
- News conferences and briefings – ask the experts!
- Video news releases to meet that 6 o'clock deadline.
- Digital soundbites for radio newscasts.
- Contact information for our subject specialists.

## Providing background

- *Profile America*, our radio service with daily features in both English and Spanish, highlights entertaining and informative facts about our nation.
- *Facts for Features*, with statistics on the nation's people and economy related to events or commemorations.
- Stock footage and informational videos to give your newscasts that visual dimension.
- Personal staff visits to help you use and understand our information.

# How to Get the Latest News Fast ....

## ...via the Media-Access Server

Receive embargoed news releases, reports, and data sets online at <http://www.census.gov/dcmd/www/embargo/embargo.html>. Call for a username and password.

## ...via the internet

Visit the U.S. Census Bureau home page <http://www.census.gov/>. And choose the “News” button for the latest data!

## ... via fax

*U.S. Census Bureau Toll-Free Fax-on-Demand* – For the latest news releases or an index of topics available by fax, call 1-888-206-6463, 24 hours a day, seven days a week.

## ... via e-mail

To receive products from the Public Information Office electronically, send an e-mail message to [pio@census.gov](mailto:pio@census.gov).

## ... via digital line

Soundbites with Census Bureau experts for radio newscasts, available by digital line when important information is released.

### Getting in Touch With Us

General media staff  
Phone: 301-457-3030  
Fax: 301-457-3670  
TDD: 301-457-4067

Census 2000 staff  
Phone: 301-457-2000  
Fax: 301-457-2992

**Internet: [pio@census.gov](mailto:pio@census.gov)**

U.S. Department of Commerce  
Economics and Statistics Administration  
BUREAU OF THE CENSUS